

What is claimed is:

1. A method for interactive audience participation at a live event attended by a plurality of spectators comprising the steps of:
 - providing each of the spectators at the live event with an interactive
5 device, wherein the interactive device presents a promotional message and wherein the interactive device includes a user interface;
 - querying the spectators, wherein answers to the querying may be entered by spectators via the user interface of the interactive
10 device;
 - transmitting the answers to a central processor;
 - storing the answers as spectator data;
 - processing the spectator data into results;
 - storing the results of the processing of the spectator data; and
15 broadcasting the results of the processing of the spectator data.
2. The method of claim 1 further including the step of awarding prizes to at least one selected spectator who has answered the querying.
- 20 3. The method of claim 1 wherein the steps of querying and transmitting are achieved using wireless communications.

4. The method of claim 3 wherein the wireless communications are selected from the group consisting of radio transmissions, microwave transmissions, broadband wireless data transmissions, and satellite transmissions.

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5. The method of claim 1 wherein the step of querying is achieved using a large screen display.

6. The method of claim 1, wherein the step of querying is achieved using the interactive device.

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7. The method of claim 1 wherein the step of broadcasting the results is achieved using at least one of a large screen display, a stadium monitor system, or a display incorporated in the interactive device.

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8. The method of claim 7 wherein the step of broadcasting the results is achieved using the large screen display.

9. The method of claim 1 wherein the step of broadcasting the results is achieved using the interactive device.

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10. The method of claim 1 wherein the step of broadcasting the results includes the wireless transmission of data from the central processor to the interactive device for visual display thereon.
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11. A hand held device for interactive audience participation at a live spectator event comprising:
 - a housing including an electronic display opening;
 - a local microprocessor being mounted within the housing;
 - 10 a user interface configured to be employed by a spectator at the live spectator event and comprising a plurality of keys in electrical communication with the microprocessor for manually entering data to the local microprocessor;
 - transceiver means in electrical communication with the local
 - 15 microprocessor for transmitting and receiving data to and from a central processor, and
 - an electronic display in electrical communication with the local microprocessor, the electronic display being mounted within the housing and being visible through the electronic display opening in
 - 20 the housing, and the electronic display being adapted to display data from the microprocessor.

12. The hand held device of claim 11 further including means for presenting a promotional message.
13. The hand held device of claim 11 wherein the device utilizes wireless
5 communications for transmitting and receiving data from the central processor.
14. The hand held device of claim 13 wherein the wireless communications
10 are selected from the group consisting of radio transmissions, microwave transmissions, broadband wireless data transmissions, and satellite transmissions.
15. A method for interactive audience participation at a live event attended by
a plurality of spectators using interactive devices having a user interface,
15 the method comprising the steps of:
 presenting promotional messages to the spectators using the interactive
 devices;
 querying the spectators, wherein answers to the querying may be
 entered by spectators via the user interface of the interactive
20 device;
 transmitting the answers to a central processor;
 storing the answers as spectator data;
 processing the spectator data into results;

storing the results of the processing of the spectator data; and
broadcasting the results of the processing of the spectator data.

16. The method of claim 15 wherein the step of querying is achieved using a
5 large screen display.
17. The method of claim 15, wherein the step of querying is achieved using
the interactive device.
- 10 18. The method of claim 15 wherein the step of broadcasting the results is
achieved using at least one of a large screen display, a stadium monitor
system, or the display of the interactive device.
- 15 19. The method of claim 15 wherein the step of broadcasting the results is
achieved using the large screen display.
20. The method of claim 15 wherein the step of broadcasting the results is
achieved using the display of the interactive device.
- 20 21. The method of claim 15, wherein the interactive device further comprises
an audio receiving circuit for receiving an audio signal at a predetermined
frequency and the method further comprises the step of providing audio

transmission, whereby the spectators are furnished with audible programming.

22. The method of claim 21 wherein the audible programming comprises at least one of play-by-play, expert commentary, traffic reports, and weather reports.

23. The method of claim 15, wherein the promotional messages are transmitted wirelessly to the interactive devices.

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24. A hand held device for interactive audience participation at a live spectator event comprising:

a housing including an electronic display opening;

a local microprocessor being mounted within the housing;

15 a user interface configured to be employed by a spectator at the live spectator event for manually entering data to the local microprocessor, the user interface being in electrical communication with the local microprocessor;

transceiver means in electrical communication with the local microprocessor for transmitting and receiving data to and from a central processor, and

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an electronic display in electrical communication with the local microprocessor, the electronic display being mounted within the

housing and being visible through the electronic display opening in the housing, and the electronic display being adapted to display data from the microprocessor.

5 25. The hand held device of claim 24, wherein the user interface comprises a plurality of keys in electrical communication with the local microprocessor.

10 26. The hand held device of claim 24, wherein the user interface comprises at least one member selected from the group consisting of a keypad, selection buttons, a touch screen, a rotatable dial and a voice recognition system.

15 27. The hand held device of claim 24, further comprising:
an audio receiving circuit for receiving an audio signal at a predetermined frequency; and
an audio output means, the audio output means being in electrical communication with the audio receiving circuit.